



Doug Howard's guest was Diana Peters, pictured here with Sallie Lanham.

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Barry K. Holder's guest was David L. Buchta, Director of Historic Properties.



Richard Boyer had as his guests dog trainer David Harris and Keith Botkins whose profession is automation.



THE Frankfortarian

THE OFFICIAL BULLETIN OF THE
 ROTARY CLUB OF FRANKFORT

P.O. Box 93, Frankfort, KY 40602

The weekly meeting of the Frankfort Rotary Club
 airs on Cable 10 at 7pm Monday and 9am Tuesday

OFFICERS AND BOARD OF DIRECTORS: 2009-10

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 Scotland
 Chuck Cicchella, Shelbyville, KY
 Governor of District 6710

The Rotary Club of Frankfort Meets Every
 Wednesday at the Capital Plaza Hotel
 From 11:45 a.m. Until 1:00 p.m.

Frankfort Rotary Club website:
<http://www.frankfort-rotary.org>
 The URL for the district website is
<http://www.rotarydistrict6710.org>
 Rotary International Website is
<http://www.rotary.org/>

NEIGHBORING CLUBS

Monday:	Eminence-Henry County Public Library	12:00 noon
	Owenton-Smith House	12:10 p.m.
Tuesday:	Lexington Sunshine-LaFayette Club	7:00 a.m.
	Georgetown-G'town College Ldshp Trn Cnt.	12:00 noon
	Shelbyville-Centenary United Meth.....	12:00 noon
	Versailles-At the Hospital	12:00 noon
Thursday:	Lawrenceburg-Anderson Public Library.....	12:00 noon
	Lexington-Fasig Tipton.....	12:00 noon
	Louisville-Galt House	12:10 p.m.

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THE
Frankfortarian

ROTARY CLUB
OF
FRANKFORT, KENTUCKY

DISTRICT 6710 • CLUB NO. 3717 • ORGANIZED DECEMBER 1922

Service Above Self

VOL. NO. XXXV

ISSUE NO. 12

March 24, 2010

Next Week's Speaker...

Frankfort Rotary Speech Contest

Opening Exercise.....Chris Olds
Greeter.....Orman Wright

**Updates For New
Club Directory**

Ann Maenza is updating the Club's annual directory, which includes checking for any changes in phone numbers, etc; taking pictures of new members; and adding/updating info on new members provided at the time of their initiation. She (or subs, in her absence) will have the draft and a camera at each meeting. Please help by reviewing your current directory information and letting Ann know of changes.

Adopt-A-Highway

The next Adopt-A-Highway program is set for Saturday, April 17 at 9 AM behind McDonald's on Versailles Road. See Joe Johnson beside the registration desk to sign-up.

Make-ups for Mar. 17

Pat Badgett	David Weller
Bob Bullock	Presley Winner
John Sower	

Attendance Percentage: 74%

Make-ups Needed for Mar. 24

Michael Ball	Larry Luebbers
Brian Booth	Tony Massey
Olivia Brittian	Jason Middleton
Ron Bryant	Chris Olds
Steve Dooley	Chip Peal
Bruce Dungan	Tim Rose
Daniel Egbers	John Shasky
William Elam	Phillip Shepherd
Colmon Elridge	John Sower
Sarah Gowins	Dave Steele
Dora Hall	Kyle Thompson
Barry Holder, Jr.	Steve Tobin
Van Ingram	Tyler West
Bob Johnston	Marcie Wingfield
William Legg	Presley Winner
Phyllis Liebman	Jim Wolcott

This Week's Speaker...

Rotarian Doug Howard and Jonathan Gaby spoke about using social media for business. Doug summarized the various types of social media. The speakers focused on Twitter and blogging and their use in business. Doug demonstrated tweeting using a live demonstration of a poll in which the audience participated. Using his homepage, LegalPreneur, he showed how companies could get feedback on their products or services by posting/sending tweets. In response to questions, Doug said that his cell phone is a Palm II, which he'll probably exchange for/ upgrade to an iPhone at some point. He acknowledged concerns about identity theft with social media, but said most are secure. Social media services are generally free. Jonathan discussed blogging. He said you can start blogging by using



Speakers today were John Gaby and Rotarian Doug Howard.

a myriad of tools, including your existing Web host. His tips for communicating with customers/markets included being conversational (rather than sending ads), updating regularly to maintain interest, making it easy to find your blog, and setting realistic goals by starting small. He invited questions addressed to JDGaby@gmail.com or tweets to Twitter.com/JDGaby. In response to questions, Jonathan said that people need to spend 2 to 2½ hours per day on social media to be good at it; but, for a businessperson, it's a good return on investment. A guest noted that his e-mail has fallen by about 25% since he began posting information on blogs/tweets. In the speakers' honor, Allan Weis's book *The Business of Changing Lives*, about taking the superhighway to the inner city, will be given to a local school library.

Reds Game

The Reds game will be August 14, which is Frankfort, Kentucky night and tickets are half price. Tickets (including the bus) are \$40 each. We will be leaving at 4:30 from Sears. The game is against the Florida Marlins. See Joe Johnson at the registration desk to sign up.

Board Action

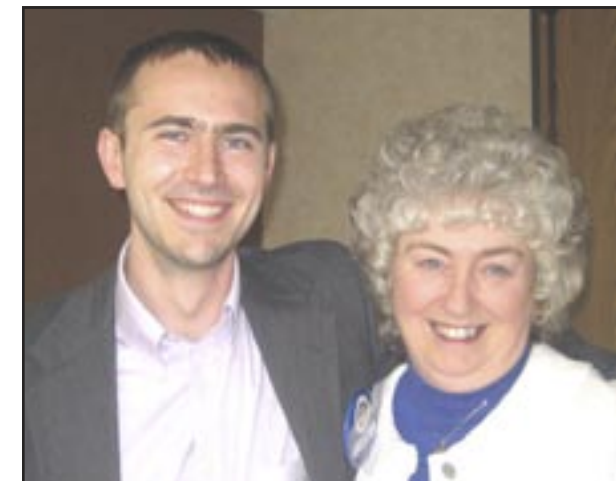
The board approved new member David Buchta contingent upon no negative responses after publication in the newsletter.

VFW Make-up Meeting

April's VFW make-up meeting will be on Monday, April 5 at the VFW Hall on Second Street at Capital Ave.



President Dennis' guest was his grandson Alex Cason.



Greeter Sellus Wilder welcomes Cheryl Johnson to Rotary.